

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

- 1 1. (Currently Amended) A method executed by a computer of determining an economic  
2 impact of business policies, comprising the steps of:
  - 3 a) providing player definitions defining a plurality of players and an associated set of  
4 rules defining a possible decision space, a decision-making process tree, an information set, an  
5 outcome function, and a payoff function for each player;
  - 6 b) translating the player definitions into at least one codified script; and
  - 7 c) executing the at least one codified script, wherein a result of the outcome and  
8 payoff functions at the end of execution of a script stage determines the economic impact of the  
9 business policies defined by the rules.
- 1 2. (Original) The method of claim 1 wherein the players are exclusively human.
- 1 3. (Original) The method of claim 1 wherein the players comprise a combination of human  
2 and automated players.
- 1 4. (Previously Presented) The method of claim 1 further comprising the steps of:
  - 2 d) modifying the associated set of rules for one or more players; and
  - 3 e) repeating steps b)-c) according to the modified set of rules.
- 1 5. (Previously Presented) The method of claim 1 further comprising the step of:
  - 2 d) providing calibration data for the defined players based on empirical sales  
3 information, wherein the at least one script is generated in accordance with the player definitions  
4 and the calibration data.
- 1 6. (Original) The method of claim 1 further comprising the steps of:
  - 2 d) providing a plurality of scenarios defining variations on the set of rules associated  
3 with one or more players, wherein step c) further comprises the step of generating scripts  
4 corresponding to the player definition variations.

1 7. (Previously Presented) The method of claim 1 wherein the at least one script is compiled  
2 on the fly during execution.

1 8. (Previously Presented) The method of claim 1 wherein the at least one script is compiled  
2 in its entirety before execution.

1 9. (Previously Presented) The method of claim 1 wherein the set of rules associated with at  
2 least one player defines at least one business policy from the group comprising: advertising  
3 policy, sales policy, returns policy, rebate policy, minimum advertised price policy.

1 10. (Previously Presented) An apparatus for determining an economic impact of business  
2 policies, comprising:

3 a) a business process definition module for providing player definitions defining a  
4 plurality of players and an associated set of rules defining a possible decision space, a decision-  
5 making process tree, an information set, an outcome function, and a payoff function for each  
6 player;

7 b) a script translator module for translating the player definitions into codified  
8 scripts, wherein the codified scripts define at least one simulation stage; and

9 c) a simulation module for executing the codified scripts, wherein a result of the  
10 outcome and payoff functions at the end of execution of the at least one simulation stage  
11 determines the economic impact of the business policies.

1 11. (Original) The apparatus of claim 10 wherein the players are exclusively human.

1 12. (Original) The apparatus of claim 10 wherein the players comprise a combination of  
2 human and automated players.

1 13. (Previously Presented) The apparatus of claim 10 further comprising:  
2 d) a calibration module providing calibration data for the defined players based on  
3 historical information, wherein the scripts are generated in accordance with the player definitions  
4 and the calibration data.

1 14. (Previously Presented) The apparatus of claim 10 further comprising:  
2 d) a scenario database providing a plurality of scenarios defining variations on the  
3 set of rules associated with one or more players, wherein the script translator module generates  
4 scripts corresponding to the player definition variations.

1 15. (Original) The apparatus of claim 10 wherein the scripts are compiled on the fly during  
2 execution.

1 16. (Original) The apparatus of claim 10 wherein the scripts are compiled in their entirety  
2 before execution.

1 17. (Previously Presented) The apparatus of claim 10 wherein the set of rules associated with  
2 at least one player defines at least one business policy from the group comprising: advertising  
3 policy, sales policy, returns policy, rebate policy, and minimum advertised price policy.

1 18. (Currently Amended) A method executed by a computer of predicting a behavioral  
2 outcome resulting from a business rule, comprising the steps of:

3 a) defining at least one player, business rules, and an environment that defines  
4 actions that the player can take in accordance with the business rules;  
5 b) translating the definitions into a codified script; and  
6 c) determining a behavioral outcome resulting from player-selected actions during  
7 execution of the codified script.

1 19. (Original) The method of claim 18 wherein the behavioral outcome includes an  
2 economic state of each player.

- 1 20. (Previously Presented) The method of claim 18 further comprising the step of:  
2 d) executing variations of the codified script.
- 1 21. (Previously Presented) The method of claim 18, further comprising:  
2 receiving historical data and producing calibration data based on the historical data,  
3 wherein the codified script is translated from the definitions and the calibration data.
- 1 22. (Previously Presented) The apparatus of claim 10, wherein in response to modification of  
2 the set of rules for one or more players, the script translator re-translates the player definitions  
3 into modified scripts, and the simulation module is for executing the modified scripts.
- 1 23. (Previously Presented) The method of claim 18, further comprising:  
2 modifying the definitions;  
3 translating the modified definitions into a modified script; and  
4 determining another behavioral outcome resulting from player-selected actions during  
5 execution of the modified script.